

... BROADCASTING COMPANY, INC.
GENERAL LIBRARY
10 ROCKEFELLER PLAZA, NEW YORK, N. Y.



Digitized by the Internet Archive
in 2013

<http://archive.org/details/broadcastersvict12broa>

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

BROADCASTERS VICTORY COUNCIL

MUNSEY BUILDING
WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Number 12

April 21, 1942.

MAKE THE MOST OF WHAT YOU HAVE**

Broadcasting's on its own now. We'll have to do with what we have, because there aren't going to be any more stations of any kind - standard, FM, television, facsimile or relay. Even more important to most of us is the ban on any change of existing facilities. It means that the status quo stands, with a capital "S" and a capital "Q".

Last week, as you must know by now, the Defense Communications Board made its sweeping recommendation to both the War Production Board and the Federal Communications Commission. It reads:

"No further authorizations involving the use of any materials shall be issued by the Federal Communications Commission nor shall further materials be allocated by the War Production Board to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM, non-commercial, educational, experimental) station."

Short, straight to the bullseye, and - need we add? - essential. It means that radio must now do its job with just exactly the facilities it had on April 16. And while there can't be any further improvement of those facilities, there must be a steady improvement of the job performed.

Now's the time to hold inventory. See that steps are taken to conserve your equipment. Replacements, of course, will probably be available. But why count on them when a little foresight, better maintenance, more commonsense care will keep your station on the air, healthy and ready to do a job for the country with the freest kilocycles in the world?

LET'S JUST PRETEND**

If you were an agent of a foreign government working within these United States - and lucky you, that you aren't - and suppose you stumbled on the fact that a giant convoy of American troop ships was sailing at midnight for ***** (deleted by censor), you'd probably want to get the news off right away to a pack of lean, black

THE UNIVERSITY OF CHICAGO
THE LIBRARY OF THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO

submarines somewhere in the Atlantic.

RCA Communications, of course, wouldn't handle your message. Pigeons are too slow, and they don't like sea air. Radio is obviously the answer, and maybe this message is so important that you're willing to risk any consequences. So you have it all arranged with the submarine captains (via a few neatly placed Nazi relay transmitters in the Caribbean) that when Der Tag comes - when the convoy sails - they can get the tip-off by listening to such-and-such a coastal broadcast station.

Well, the convoy sails - secretly. You strap on your Lager under your coat and take a trip out to some lonely salt flat where a couple of thin, steel towers poke up into the night. You walk into the building, and maybe there's just one man, reading a few meters and jotting down things in a log book. He's a pushover. With the gun in his back - or perhaps you know how to do it yourself - you kill the program line, cut in a stand-by mike.....and 5,000 or 10,000 or maybe even 50,000 American watts go to work for the Axis.

It's all over in a second. Out there in the Atlantic bells ring, hatches close, electric motors whine, and the subs are off to the hunt. Except that now they know where and what to hunt. Furthermore, you - as the enemy agent - may even escape safely to do more havoc.

OUNCE OF PREVENTION**

It can't happen here? Ha!

It won't happen here if you've taken the proper precautions at your transmitter. First of all, you don't really need any microphones in your transmitter building, or any equipment that makes the spoken word readily possible. Your operators and control room men should be tipped off to the danger and, if the transmitter site is remote see that suitable weapons are available.

We don't have to guard only against the broadcast of information to the enemy. Remember that in the Low Countries and all the other slow countries, the broadcast of false reports and disheartening news was an integral part of the Nazi plan for creating confusion. This could happen inland as well as on any coast.

Most high-power stations today, of course, are fenced in and many have 24-hour guards. The little fellows are more vulnerable. But if enemy agents should get into your transmitter, let them discover there's no microphone

The University of Chicago is a leading institution of higher learning in the United States. It is a place where the best minds from all over the world come to study and to teach. The University is known for its high standards of academic excellence and for its commitment to the advancement of knowledge in all fields of inquiry.

The University of Chicago is a place where the best minds from all over the world come to study and to teach. The University is known for its high standards of academic excellence and for its commitment to the advancement of knowledge in all fields of inquiry. The University is a place where the best minds from all over the world come to study and to teach.

The University of Chicago is a place where the best minds from all over the world come to study and to teach. The University is known for its high standards of academic excellence and for its commitment to the advancement of knowledge in all fields of inquiry.

The University of Chicago is a place where the best minds from all over the world come to study and to teach. The University is known for its high standards of academic excellence and for its commitment to the advancement of knowledge in all fields of inquiry. The University is a place where the best minds from all over the world come to study and to teach.

The University of Chicago is a place where the best minds from all over the world come to study and to teach. The University is known for its high standards of academic excellence and for its commitment to the advancement of knowledge in all fields of inquiry.

The University of Chicago is a place where the best minds from all over the world come to study and to teach. The University is known for its high standards of academic excellence and for its commitment to the advancement of knowledge in all fields of inquiry.

around. Even if they bring their own, make it hard for 'em to find a place to hook it in. And if you have to make station breaks or do any programming from the transmitter building, confine it these days to transcriptions.

Our recommendations go even further than this. You might install an emergency switch whereby your operators could render the station inoperative - from both the transmitter building as well as the studio, if possible - and so inoperative that it'd take a couple of hours before the carrier could even get back on the air. Use your ingenuity.

But, if the carelessness of one American broadcaster results in a disaster for the American cause - well, we don't have to ask you to use your imagination over the outcome of that one slip!

SPEED THINGS UP**

It's warming to know that broadcasters find many of the suggestions in these weekly newsletters of value. What interests us even more, however, is the way that some of them utilize and spread the ideas we offer. There's a letter this week from WBT in Charlotte, N. C., over the signature of A. E. Joscolyn, its general manager, which reads:

"In order that more of our people can have access to the Broadcasters Victory Council weekly bulletins, and can take quicker action on the suggestions offered, we have made arrangements to have the bulletin read each week at our Board of Strategy meeting, which is a meeting held each Tuesday morning consisting of all Department heads of the organization. By this method we all get the information at the same time, and can immediately set to work to lay plans, and because of all Departments being represented there is no delay in starting the wheels rolling to take advantage of your suggestions.

This week, on your suggestion for changing from 'Defense Bonds' to 'War Bonds', every bit of copy in our files being used was checked and the 'Defense' was changed to 'War'. On the Army Day suggestion we immediately scheduled announcements several days preceding, advising people to display the American Flag, and scheduled many programs about the Army.

So, if you will keep sending us suggestions we are ready to go right to work on them."

The BVC will do that. And in return, the BVC wants to thank WBT for a good idea that we're passing along

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

THE UNIVERSITY OF CHICAGO PRESS
54 EAST LAKE STREET, CHICAGO, ILL. 60601
U.S.A. AND CANADA
OTHER COUNTRIES: SEE LIST OF AGENTS

to others. Instead of shunting these newsletters through your station by the relay route, why not read out some of the ideas in a loud clear voice at your weekly staff meetings? Saves a lot of time - and we sure need all we can save.

COMMUNIQUE FROM THE WPB**

These are days when you can't plead ignorance if you do the wrong thing. And there are few sins worse than unauthorized construction which may use some commodities you didn't even know were on the taboo list. Yet, on the other hand, there are many types of maintenance and minor changes that can be performed.

What it all boils down to is that you better get a copy of the WPB's order of April 9 which calls a halt to non-essential construction. It's labelled "WPB-831", and if you haven't seen same, rush a letter off to the BVC and we'll have one forwarded to you. There's much important information in this five-page release. You'd do well to be familiar with it.

WELL WORTH REPEATING**

If somebody has something important to say - something that has heavy bearing on the welfare and war production of this country - radio's job is to get his words to just as many people as its willing watts can reach. And - like a boarding house supper - if it can't all be done at one sitting, let's have two.

A good suggestion reaches the BVC from George Biggar, WLW program director, who points out that often important talks are booked in at such short notice there's no time to issue any publicity on the broadcast. As a result, the audience adds up to no more than average at that particular segment of the broadcasting clock.

WLW makes a point of transcribing such talks, issuing as much publicity as time will permit, and then carrying them at a later, advertised date. The audience soars, and messages vital to the war effort strike their target with wider impact. An example was the last-minute speech by Francis Sayre, U. S. High Commissioner of the Philippines, aired during late March. It was a good talk, a salient talk. WLW recarried it a few days later, publicized heavily in advance, and received quite a bit of commendable mail - although the original, unheralded broadcast drew none.

The fact that it was transcribed, that it had been carried before, even that there may have been some quotes from it in the newspapers - that cuts no ice these days. Radio can do a better service to the public by making sure that important messages reach the greatest number of people - even if it means reasonable repetition.

POLISH CONSTITUTION DAY**

May 3rd is a holiday which used to be celebrated by Poland. It is their Constitution Day. Today the people of Poland, of course, cannot celebrate this day, but in this country and wherever there are free Poles, there will be observances of the democratic beliefs for which we are all fighting. With this as a springboard, it would be in line with the United Nations campaign for Americans to think for a moment of what Poland is going through today and why their fate is now linked to ours. Radio stations can cover this very briefly and nicely in one of several ways -- perhaps spot announcements, perhaps some Polish music, particularly Chopin's Polonaise Militaire, which the Warsaw radio stations played on the air all during the siege of Warsaw to show that they still held out against the Germans. Other programs could include choirs from Polish Catholic churches, Polish folk singing groups, or even special events visits to typical little Polish-American community centers or dance halls where Polish-American community leaders folk dancing, etc., could be featured. In this way, the inspiring message of the day -- that Poland again will be free and that Polish people are now dedicated to a fight to the finish with the same enemy that all America is fighting -- could be worked in among genuine entertainment.

STUDENT AIR FORCES ENLISTED RESERVE ON DEFERRED BASIS**

You have probably seen the national publicity release from the War Department on Students Air Force Reserve. We are advised by the War Department that this campaign for enlisting students in the Air Forces Enlisted Reserve, which will entitle the students to continue their education until they are actually required for Army training, will be centered in approximately 150 college and university towns throughout the United States.

We suggest that you contact the college or university in your town for the dates on which the Air Forces Public Relations Officers and Examining Board representatives will contact the colleges and universities in connection with this campaign.

It has been suggested by the War Department that no local publicity be given to this movement until definite information is available concerning the meeting between the Army representatives and the college or university officials in your town.-- if there is one - and then make a big local event out of your broadcast.

There are approximately 150 institutions which have been selected by the War Department as focal points in this program, and BVC is sending out to the radio stations in each of these towns a copy of the release from the War Department. The above will be of little interest to stations not receiving this release.



BROADCASTERS VICTORY COUNCIL

Nos. 1-36. 1942.

ISSUED TO

Nos. 1-36

1942

LIBRARY *of the*
NATIONAL BROADCASTING CO., Inc.
R C A BUILDING
30 ROCKEFELLER PLAZA
NEW YORK, N. Y.

LIBRARY BUREAU CAT. NO. 1169.6

